

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com
 Title: Hospitality Marketing
 Author: Kaser, Freeman Copyright: 2002
 ISBN: 0-538-43208-x Course/Content Area: Vocational and Career Education;
Marketing Program; Introduction to Hospitality
 Intended Grade or Level: 9-12 Readability Level: 10.6 (Flesch Kincaid)
 List Price: 33.95 Lowest Wholesale Price: 25.00

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Using numerous topics in the hospitality industry for examples, this book covers the entire curriculum required in introductory marketing courses including marketing concepts and functions.
- The Multimedia Module provides a variety of instructional resources, including an Annotated Instructor's Edition, Video, Instructor CD, and ExamView Pro assessment software
- Careers in hospitality marketing are a central theme throughout the text
- Students learn basic marketing concepts within the context of the hospitality industry, an interesting and practical approach

Student Experiences

- Discussing topics such as marketing functions and strategies in hotels, types of lodging, key players and services, and information and risk management, this book gives the reader a perspective on the future of the industry along with career opportunities.
- DECA Prep feature included to provide users with web sites information that includes activities that follow the guidelines set by DECA for DECA Association Events

Assessment

Hospitality Marketing covers the marketing curriculum using the hospitality industry as the learning vehicle. Discussing topics such as strategies in hotel management and location, types of lodging, key

players and services, and information and risk management, this text gives your students a perspective on how marketing shapes the future of the hospitality industry and possible career opportunities.

Organization

Chapter 1 Marketing Functions for a Hotel: Selling and Promotion, Chapter 2 Types of Lodging, Chapter 3 Roles of Visible Key Players in Divisions of a Hotel, Chapter 4 Behind the Scenes Operations, Chapter 5 Marketing Strategies for Hotel Product and Service Planning, Chapter 6 Marketing Information Management for a Hotel, Chapter 7 To Serve or Not to Serve: Distribution of Hotel Services, Chapter 8 Your Hotel Image is Showing, Chapter 9 Risk Management for a Hotel, Chapter 10 Management in the Diverse Workplace, Chapter 11 Future Perspective of the Hotel Industry, Chapter 12 Career Opportunities in the Hotel Industry

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Module (0-538-43209-8) Free 1 per teacher

Available Ancillary Materials

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **“not available”** in the space.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Hospitality Marketing		Cost: \$25.00	
Publisher: Thomson Learning/South Western			
Item Evaluated: Text and Supplemental Materials			
Copyright Date: 2002		Evaluator: Victoria Rollins	
Content Level: 9-12		Date of Evaluation: 7/29/03	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions. They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="checked" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: Hospitality Marketing		Publisher: Thomson Learning/South Western
Technology Management Summary Data:	20 possible points	_____20___ points earned
Technology Management Comments: The Exam View CD enables the teacher to quickly create printed tests, Internet tests, and computer (LAN-based) tests and keeps a record of student's performance. The CNN video clips relate to each chapter's content.		
Technology Presentation/Interface Summary Data:	40 possible points	_____40_____ points earned
Technology Presentation/Interface Comments: Options allow teachers to customize content and appearance for exam purposes. The instructor's resource CD provides worksheets, lesson plans, Power Point slides and video discussion guide. Video is upbeat.		
Content Summary Data:	44 possible points	___39_____ points earned
Content Comments: Each chapter includes career spotlights. Integration activities are found of math, history, communication, and technology. Legal and ethical issues sections are found in each chapter. Content area is covered.		
Instruction & Management Summary Data	52 possible points	_____52_____ points earned
Instruction & Management Comments: Each chapter provides preparation DECA competitive events. Video activities for each chapter increases learning. Module includes suggestions for portfolio assignments.		
Organization & Structure Summary Data	36 possible points	_____33_____ points earned
Organization & Structure Comments: Key terms are highlighted in gold. There are few graphs and charts. Color and format demands attention.		
Resource Material Summary Data	40 possible points	_____27_____ points earned
Resource Material Comments: No online resources were listed. Teaching strategies for learning styles, intelligences and special needs are found in each chapter. Integration across the curriculum is found.		



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Marketing



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____		
Windows	Primary	Individual	Stand Alone/Independent	_____x_____single copy	_____site license	
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version	
CD-ROM	Middle	Large Group	Supplemental	_____lab pack of _____copies	_____online	
DVD	High		In lieu of basal test			
Sound	Type of Software: Check all that apply	_____Simulation	____x_____Management	_____Interdisciplinary	_____Problem Solving	_____Tutorial
Other		_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility

If other, explain

Rating Scale:	3—Some of the time	1—None of the time
Management	Rating	
Allows customizing for individual learning needs.	4	
Allows students to exit and resume at a later time.	4	
Keeps a students performance record, where needed.	4	
Allows control of various aspects of the software (e.g., turning sound off).	4	
Allows for printed reports.	4	
Comments: The Exam View CD enables the teacher to quickly create Printed tests, Internet tests, and computer (LAN-based) tests and keeps A record of student's performance. The CNN video clips relate to each Chapter's content.	Total 20	
Presentation/Interface		Rating
Presents material in an organized manner.		4
Has consistent, easy-to-use, on-screen instructions.		4
Has developmentally correct presentation format.		4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)		4
Accessible for special needs students.		4
Runs smoothly, without long delays.		4
Presents easy-to-view text and graphics.		4
Presents easy-to-hear and understand sounds.		4
Avoids unnecessary screens, sounds, and graphics.		4
Provides immediate, appropriate feedback.		4
Comments: Options allow teachers to customize content and appearance for Exam purposes. The instructor's resource CD provides worksheets, lesson Plans. PowerPoint slides and video discussion guide. Video is upbeat.		Total 40

Content—Marketing	Rating
Career Experiences	4
Employability Skills	3
Teamwork	3
Global Perspective	2
Mathematical Skills	4
Communication	4
Diversity	3
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	4
Comments: Each chapter includes career spotlights. Integration activities are found for math, history, communication, and technology. Legal and Ethical issues sections are found in each chapter. Content area is covered.	Total 39

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Business Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) “like” Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Each chapter provides preparation for DECA competitive events. Video activities for each chapter increases learning. Module Includes suggestions for portfolio assignments.	Total 52

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	2
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	3
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Key terms are highlighted in gold. There are few graphs and charts. Color and format demands attention.	Total 33

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	1
Online resources available – Repeat of information in text.	1
Online resources available – Practice skills only.	1
Online resources available – New application materials.	1
Comments: No online resources were listed. Teaching strategies for learning styles, intelligences and special needs are found in each chapter. Integration across the curriculum is found.	Total 27

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable